



MovieTime™

MovieTime Celebrates Record Growth

- ★ One year after the launch, MovieTime's audiences are up across all four key demos:
 - Up 53% with Adults 18-49*
 - Up 64% with Adults 25-54*
 - Up 99% with Women 18-48*
 - Up 115% with Women 25-54*
- ★ MovieTime a top 10 digital station for all demographics
- ★ 2.4 million households now subscribe to MovieTime**
- ★ More growth to come with MovieTime HD launching March 2010

MovieTime Fits Your Brand

- Unparalleled growth stimulated by strategic programming and promotions
- Only Canwest offers customizable content opportunities including program stunts
- Bundle MovieTime with other Canwest channels to deliver higher reach and lower CPM
- Associate your brand with big blockbuster movies and the hottest stars

Two Weeks Notice

Audience Profile

- Viewers are 21% more likely than the average TV viewer to be aged 25-54
- MovieTime viewers over index vs. Total TV viewers for:
 - Having a personal loan (161)
 - Spending \$1,000+ on home improvements (153)
 - Being owners, managers or professionals (130)
- MovieTime viewers are current with today's technology and are more likely to:
 - Attending professional sporting events (166)
 - Purchasing a new vehicle in the past two years (119)
 - Having kids 12-17 years old (126)
 - Use social networking sites (113)
- Own an HD television (160)
- Own satellite radio (144)

Source: FL09 (Aug 31/09 - Jan 03/10) BBM Canada PPM, Total Canada, M-Su 2a-2a, A25-54

Miss Congeniality 2

MovieTime

Why Audiences Love MovieTime

- MovieTime has over 250 hit movies each month, from thrilling, action packed movies like Spiderman 3, Live Free or Die Hard and Mr. and Mrs. Smith to fun-filled comedy adventures such as Superbad, Talladega Nights and The Bucket List
- With back-to-back movies every weekend, MovieTime is the ultimate digital TV destination for blockbusters 7 days a week
- More cable premieres of the biggest titles

*Source: Fall '08 (Sep 1/08-Jan 4/09, BBM-NMR Meter data) vs F all '09 (Aug 31/09-Jan 3/10, BBM Canada PPM); Total Canada, Mon-Su 2a-2a
**Source: Remittance from Cable and DTH Distributors as of August 31, 2009 plus Rogers VIP subscribers

For more, visit www.ShawMedia.ca
Contact your Specialty Television Account Executive
for proposals and customized opportunities

Superbad

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Spiderman 3